

## CLAIMS

### WHAT IS CLAIMED IS:

1. A method for providing a personalized ring back tone, comprising:  
receiving a location request return result message at a mobile switching center (MSC);  
based on the location request return result message, receiving an initial address message (IAM) at a personal ring back tone platform;  
based on the IAM, receiving an address complete message (ACM) with an optional backward call indicator parameter at the MSC; and  
providing the personalized ring back tone from the personal ring back tone platform while normal call progress is occurring.
2. The method of claim 1, wherein the location request message is sent by a user's HLR.
3. The method of claim 2, wherein the personalized ring back tone is provided to a user's device.
4. The method of claim 3, wherein the personalized ring back tone is provided via an open reverse voice path between the personal ring back tone platform and the device.
5. The method of claim 1 comprising, if the ACM is received without the optional backward call indicator parameter, receiving a call progress message with an optional backward call indicator parameter at the MSC.
6. The method of claim 4 comprising providing the personalized ring back tone from the personal ring back tone platform based on the received call progress message.
7. The method of claim 2 comprising receiving an IAM from the MSC to a terminating network.

8. The method of claim 7 comprising receiving an ACM from the terminating network to the MSC.
9. The method of claim 8 comprising receiving an answer message (ANM) from the terminating network to the MSC.
10. The method of claim 9 comprising receiving a release message from the MSC to the personal ring back tone platform.
11. The method of claim 10, wherein the personalized ring back tone is no longer provided based on at least one of: the received release message or the ANM.
12. The method of claim 10, wherein the calling party device is joined with a called party device.
13. The method of claim 12, wherein the called party device is associated with the ANM.
14. The method of claim 7, wherein the terminating network includes the MSC.
15. The method of claim 7, wherein the terminating network includes another MSC.

16. The method of claim 1, wherein the optional backward call indicator includes at least one of:

- an element header;
- an in-band information indicator =1;
- a call forward may occur indicator;
- a simple segmentation indicator;
- a network excessive delay indicator;
- a user-network interaction indicator =1;
- a MLPP user indicator;
- spare bits; or
- reserved bits.

17. A method for providing a ring back tone, comprising:

- receiving an initial address message (IAM) at a sound platform from a mobile switching center (MSC);
- receiving an address complete message (ACM) with an optional backward call indicator parameter at the MSC from the sound platform; and
- providing the ring back tone from the sound platform.

18. The method of claim 17, wherein the ring back tone is received by a device associated with the IAM.

19. The method of claim 18, wherein the ring back tone is based on at least one of: a called party, a called party number, a called party device, a calling party, a calling party number, a calling party device, a time of day, a day of the year, or a location.

20. A computer readable medium comprising instructions for:  
receiving a first message at a first module from a second module;  
receiving a second message with an optional backward call indicator at the second module from the first module; and  
providing a ring back tone from the first module based on the received optional backward call indicator.
21. A system for providing a personalized ring back tone, comprising:  
a mobile switching center (MSC); and  
a personal ring back tone module operably coupled to the MSC, the personal ring back tone module adapted to:  
accept at least one call leg of multiple call legs;  
request a voice channel to be opened; and  
play the personalized ring tone via the voice channel.
22. The system of claim 21, wherein the module includes identifiers to a called party's sound files.
23. The system of claim 22, wherein the module receives an indication of the calling party from the MSC and based on the indication, provides a sound file identifier.
24. The system of claim 23, wherein the personalized ring tone is played to a calling party based on the received sound file identifier.
25. The system of claim 21, wherein a second call leg of the multiple call legs is used to attempt a connection to a mobile number.
26. The system of claim 25, wherein the personalized ring tone is played while the connection to the mobile number is attempted.

27. The system of claim 26, wherein the personalized ring tone is stopped when the connection to the mobile number is successful.

28. A communications switch adapted to:  
send a first call leg and a second call leg in parallel;  
wherein the first call leg connects a calling party to a personalized ring back tone;  
wherein the second call leg connects the calling party to a called party; and  
wherein the first call leg is released upon a connection of the second call leg.

29. The communications switch of claim 28, wherein the connection to the personalized ring back tone is based on a received optional backward call indicator parameter.

30. The communications switch of claim 28, wherein the release is based on a received answer message.

31. The communications switch of claim 28, wherein the switch is at least one of a mobile switching center or an internet protocol based switch.

32. A personal ring back tone module adapted to:  
accept at least one call leg of multiple call legs;  
request a voice channel to be opened; and  
play the personalized ring tone via the voice channel.